

# Transportation Demand Management: An Overview of the Role of Businesses and NGOs

Guiding direction needed to facilitate green-commuting: Most of the policies mentioned here are inspired by Plan Winnipeg 2020 Vision. Aiming at the establishment of healthy communities and a clean environment, the strategies outlined here are focused on the improvement of public and active transportation.



"Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has".  
Margaret Mead

| Principle: Sustainability   |   |   |
|---|---|---|
| Policies:   |   |   |
| • Incorporate principles of environmental and social sustainability into business management and development plans. |   |   |
| Strategies  | Implementation  | Outcomes  |
| Promote green commuting in the workplace  | Research sustainable practices in other organizations and cities. Introduce sustainable commuting practices in the workplace. Allow enough time for employees to prepare for the changes in transit habits and develop alternative modes of transport. Introduce or increase parking fees (even modestly) to discourage private use of vehicles and announce budget cuts on parking infrastructure. Introduce Winnipeg Transit "Eco-Passes" to as many employees as possible by providing funds to subsidize them. Design appropriate incentives for employees practicing green-commuting. Introduce policies focusing on sustainable development by working with Resource Conservation Manitoba, municipal government, and other leaders in the field. | Green commuting in the workplace: Uses the organizations current resources in a sustainable and efficient way; Enhances the organization's public image by becoming leaders in workplace green-commuting; Increases productivity and job performance by having healthier employees; Reduces automobile dependency, air and water pollution, and expenditures on business-parking infrastructure; Enhances workplace bonds as employees get to know each other on the bus, car pooling or on the walkways. |
| Facilitate local participation in the decision-making process (i.e. inclusive green-commuting committees)           | Develop appropriate long-term and comprehensive strategies for the workplace.   | Involvement in the decision-making process: Leads to a greater sense of ownership and commitment to goals; Values employees and citizens as vital members of the working group; Raises awareness amongst colleagues; Encourages employees to be leaders by example.   |

| Principle: Thoughtful Development   |   |   |
|---|---|---|
| Policies:   |   |   |
| Plan location of workplace according to access to public transportation and safe biking and walking routes. |   |   |
| Strategies  | Implementation  | Outcomes  |
| Companies could locate their business centrally.  | Work cooperatively with the municipal government to develop businesses in areas that serve many people and that facilitate a more appropriate use of existing facilities (like re-cycling old buildings). | Increased business development in the community will increase property value, lead to more efficient land use, and new marketing opportunities. More transportation choices for consumers; Reduces commuting times; Improves access for the disabled; Saves money; Shifts automobile travel to alternative modes.   |
| Encourage zoning and development patterns like Plan Winnipeg 2020 Vision.                                   | Work with the municipal government and other organizations through joint-land-use planning to make better use of local facilities. Create more biking and walking paths.                                  | Increased business development in the community will increase property value, lead to more efficient land use, and new marketing opportunities. Sustainable and efficient use of the organization's current resources; will reduce infrastructure expenditures. Public image is enhanced as organizations and governments are seen as leaders in green-commuting initiatives. |



| Principle: Social consciousness  |   |  |
|--|---|--|
| Policies:  |   |  |
| • Improve transit choice, equitable access to services, and affordability.   |   |  |
| Strategies   | Implementation  | Outcomes   |
| Eco-passes for employees.  | Employers and Transit Winnipeg can work collaboratively to create an appropriate eco-pass depending on the level of subsidy workplace and Transit Winnipeg are willing to give (To date, eco-passes are subsidized between 30 – 100%). Create a political climate that encourages the public sector, as an employer, to implement the Eco-Pass program. | Eco-passes: Increase affordability which increases access; Decrease automobile dependency which will reduce energy consumption and energy bills; Reduce the need for parking space and parking-related costs.  |
| Work with Transit Winnipeg to make sure that there are frequent bus routes and handi-transit buses.                                | Co-ordinate with Winnipeg Transit to facilitate public transport commuting on specific routes.  | Better transit service: Reduces traffic at peak period and total traffic in general; Increases transit service efficiency, ridership, reliability, travel speed, and accessibility for people of all ages and abilities; Decreases automobile dependency, parking-related needs and costs, energy consumption, GHG emissions, and air pollution. |
| Provide equitable access to services to support green commuting and correct current practices that favour the automobile commuter. | Parking spaces and pricing: employees who drive automobiles should pay the actual price for parking; employers should eliminate parking subsidies. Provide safe bike racks, bike racks could be bought by the company, through fund-raising, or subsidized through advertising on the bike-rack. Preferential / Subsidized parking for carpools.        | Equitable access to green-commuting services and infrastructure: Decreases automobile dependency; Promotes an active lifestyle. Safe bike racks alleviate bike-commuters major concern for bike safety.  |
| Allow for different working arrangements like compressed and flexible work weeks or tele-work.                                     | Companies could implement these strategies as part of a commuter-trip-reduction program or TDM program. Tele-work could be implemented by changing organizational and management practices  | Limited parking spaces and having employees pay for parking can: significantly reduce automobile travel, provide revenue to support parking infrastructure, and save costs for businesses (free parking is equivalent to a 3% wage increase).  |
| Improve access to information.   | In order to ensure that employees are aware of the options that exist, provide at least one internet-accessible computer to facilitate access to Navigo, Post Telebus telephone numbers and stop numbers in workplace lunchrooms (for example). Provide maps of the cycling/walking paths in the city and transit schedules.                            | Employees with increased access to information can: Make appropriate commuting decisions based on their needs and available options; Increase transit service ridership; Decrease automobile dependency.   |
| Provide guaranteed rides home for people expected to stay later than usual.  | Arrange a work-to-home program with a local taxi service or have a work-related car available for employee use.   | Workers obliged to stay at work longer have the peace of mind that they can get home safely.   |



| Principle: Healthy living        |   |   |  |
|----------------------------------|---|---|--|
| Policies:                        |   |   |  |
| Strategies                       | Implementation  | Outcomes  |  |
| Improve green-commuting options. | Access to good, safe, bike and walking paths in and around the workplace. Safe bike facilities in the work place (bike racks and shower/changing facilities).   | Pressure municipal government to provide accessible alternative routes around the city. Locate your business in a green-commuting-accessible place. Either alone or in conjunction with a local organization (like the downtown YMY/WCA, local BIZ groups, community centres / libraries), provide changing facilities and safe bike racks. | Access to user-friendly green-commuting routes: Allows employees to commute safely to and from work; Promotes an active lifestyle which improves worker health and productivity; Builds community.   |
| Create incentives to not drive.  | Provide green-commuting financial incentives to promote healthy living.   | Make drivers pay for individual parking. Encourage the municipal government to implement distance-based parking initiatives and to provide tax incentives for green-commuting employees.  | The most effective way to reduce single-occupancy driving is to make automobile drivers pay for parking, streets, higher health insurance and other related costs.   |
|                                  | Promote green-commuting leadership by being leaders by example and through recognition.   | Recognize the "commuter-of-the-week", lead by example, and consult with employees to assess what the best incentives would be and implement them  | Promoting green-commuting leadership: Builds self-esteem and promotes healthy lifestyles by example within the community. If a company becomes a model for a healthy green-commuting workplace, then they will in turn become more attractive for new employees and customers. |
|                                  | As a workplace, be centrally located.   | Move to the downtown or to a central community that is very accessible like Wolsley or West Broadway.   | A central location allows employees to access the workplace in a variety of ways efficiently and affordably. This promotes an active lifestyle which will increase productivity and job performance. It will reduce the need for parking space and parking-related costs.      |
|                                  | Public awareness campaigns: Raise awareness about the positive health impacts of green-commuting within the organization and the local community. Participate in awareness-raising campaigns like the "Commuter Challenge". | Contact Resource Conservation Manitoba to access appropriate local resources including speakers and educational posters and to participate in the "Commuter Challenge".   | Raising awareness about alternative forms of transportation encourages a more healthy and sustainable lifestyle. It also increases work-place spirit and sense of community.   |

| Principle: Local empowerment   |   |  |
|--|---|--|
| Policies:  |   |  |
| Actively engage all members of the workforce in the green-commuting planning process.  |   |  |
| Strategies   | Implementation  | Outcomes   |
| Collectively create a long-term strategic vision of the overall outcomes that you want to achieve (to make sure that ideas and concerns are involved). Problem-pose and problem-solve together to think of appropriate solutions for your workplace that will facilitate and encourage green-commuting. Sponsor regular information sessions on a variety of green-commuting topics. Promote the health and environmental benefits of green-commuting. | A green-commuting/healthy lifestyles committee can be formed by motivated participants in the workplace. Anyone can initiate this process but a variety of people should participate in the planning process. Resource Conservation Manitoba can act as a support and facilitator. Different participants have different roles to play but the process should be open, supportive, adaptive, creative, educational, and discussion-based leading to action. The wider work community should be consulted and engaged on a regular basis through educational outreach and inspiring initiatives. Other issues to consider: Creating links with other workplaces, or networks of workplaces (Chamber of Commerce, Workplace Wellness Alliance, Physical Activity Coalition of Manitoba, etc) Building rapport with civic government (council or administration) to bring to their attention, on a regular basis, issues and concerns about municipal transportation infrastructure and services | Active participation in local decision-making promotes learning and leads to a greater dedication to stated goals, this leads to a greater ability and desire to initiate projects and see them through. |



© This poster was created by Laura Sims, Wannasorn Kruahongs, Alejandra Orozco and Tikaram Adhikari.

| Principle: Partnership and collaboration                    |   |  |   |
|---|---|--|---|
| Policies  | Strategies  | Implementation   | Outcomes  |
| Access existing networks to create a strong core community. | Work collaboratively with NGOs to facilitate and implement green-commuting initiatives.   | Identify key areas of research, training and other program development that NGOs like Resource Conservation Manitoba (RCM) or others could participate in to increase green-commuting initiatives within an organization. Create opportunities for RCM to facilitate the process by informing an organization on different available and appropriate models that exist. This will help organizations identify a wide range of cost-effective green-commuting strategies. Increase existing working relations with other organizations to enhance green-commuting opportunities.  | Working collaboratively: Creates healthy working networks with other organizations; Preserves community resources including transportation facilities and infrastructure; Enhances corporate public image; Increases the ability to reach specified objectives for new projects; Utilizes the unique resources and expertise of each participant. |
| Involve all stakeholders in the planning process.           | Involve employees, NGOs, and municipal government in the planning process facilitating collaboration and development of a critical mass of organizations. | Work with municipal government to promote adequate green-commuting infrastructure. Specifically, request more buses during peak commuting hours, if the location is not central, and Higher-Occupancy-Vehicle-preference corridors (i.e. diamond lanes). Encourage development and maintenance of active transportation routes. Develop a closer working relationship with the City through the formation of task forces, allocating funds for joint transportation improvement initiatives, and educational awareness-raising programs. NGOs like RCM could also be invited to participate and share their resources and expertise. | An inclusive planning process: Teaches participatory democracy skills; Enables employees to take responsibility for planning and follow-through; Builds community; Facilitates learning which leads to future decisions taken from a perspective that includes environmental and social sustainability.   |

The ideas represented in this poster are the authors' based on the research done and the resources encountered. This being said, the process was greatly enriched by the generosity of the following people who graciously shared their time and knowledge:

Mr. Grant McCulloch from the Union Station Wellness and Green Commuting Committee; Mr. Serge LaRoche from Resource Conservation Manitoba; Dr. Jino DiStasio, Ms. Jenny Gerbasi, Dr. Barry Penrice, and Mr. Russ Wyatt from the City of Winnipeg Rapid Transit Task Force Advisory Committee; Mr. Bill Mercedes and Mr. Nick Ialaita from the Winnipeg Transport Department; Mr. John Fjellsted from Manitoba Hydro; Capt. Nananda Mathur from Transport Canada; Ms. Patty-Anne LePage from The Fairmont Winnipeg; and Mr. Ron Lemeux from the Government of Manitoba.